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RESEARCH ARTICLE

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HEALTH PROMOTION IN PUBLIC OUTREACH PROGRAMS OF A BRAZILIAN PUBLIC UNIVERSITY

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ABSTRACT

Health promotion as a field of knowledge combined with public outreach programs is a differential in training health professionals, strategic for social action and humanized care. This study aimed to identify the outreach programs carried out at a public university in Central-West Brazil and verify their use of health promotion concepts. This documentary research collected data in the electronic platform accessing the university's portal, surveying all projects registered in 2017. Unfinished actions were excluded. To determine the total number of programs, duplicated ones were identified and counted once. There were 23 outreach programs registered and carried out, presenting the partial and final reports required by the university. Of these, 40% were from the Nursing program. Health promotion concepts were present in 60% of the projects, while the National Health Promotion Policy was mentioned in 16% of them. In conclusion, it is necessary to change the students' training model and include public outreach programs focusing on health promotion as an integral part of the pedagogical projects of the university's curricula. Hence, they should be mandatory activities and no longer extracurricular ones, promoting social responsibility during training in health.

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INTRODUCTION

Integrating education, research, and public outreach can turn a university into a health-promoting institution that intervenes in complex and multidetermined social problems. Health promotion is a theoretical-methodological formulation whose focus is on the multiple complex determinations involved in the health-disease process and the need for interdisciplinary and intersectoral actions (Monnerat and Souza, 2011). Based on the recommendations and intentions of the main international conferences on health promotion, Figueiredo and Martins (2016) point out important aspects of this concept. The increase in the individuals' and groups' capacity to control their health and improve their quality of life is an important element. The persons and communities must be capable of identifying their needs and aspirations and ensure that society provides the means for each of its members to achieve both the quality of life and well-being. Thus, there is an emphasis on social, economic, and environmental health determinants, demonstrating that health promotion must articulate

intersectoral actions and aim at social responsibility in health (Povlsen and Borup, 2015). It is believed that health promotion as a public health field of knowledge allied to public extension programs can add to the health professional's training since it is a social action strategy with humanized care. Therefore, understanding its concepts as well as its applicability in professional practice are considered relevant study objects (Liveng et al., 2018). University public outreach is an important factor in the student's training because it both broadens their scope of reference and provides direct contact with major present-day issues. Hence, the student's experience is enriched in theoretical and methodological terms, while the ethical commitments of Brazilian public universities are reaffirmed and materialized (FORPROEX, 2015). In this regard, this study aims to verify whether the extension projects of the health programs at the Federal University of Jataí (UFJ), in Goiás, Brazil, make use of health promotion theoretical concepts. If that is the case, the concepts used will be exposed, investigating whether these concepts converged in between the various projects analyzed. The goal is to verify if academic

training in health is in harmony with the studies that broaden the understanding of the health-disease-process and how such knowledge is being assimilated by the community through public outreach programs. Based on documentary analysis, the profile of public health outreach programs that have already been put into practice will be described. Thus, the great importance of considering such profiles as assessing instruments and as a basis for proposing other public outreach programs developed by the university. Therefore, this paper's objective is to outline public health outreach programs of a Brazilian public university, focusing on the approach to health promotion concept as a theoretical reference of the actions proposed during the time of the study.

MATERIALS AND METHODS

This study is designed as a documentary descriptive research. The documentary analysis seeks to identify fact-related information in original documents that were not yet analyzed, based on questions and hypothesis of interest (Sá-Silva et al., 2009). The study was conducted based on the following research questions: The programs in the field of health at the UFJ have the broadened concept of health as one of the principles in their pedagogical framework and public outreach programs. Hence, what are the outlines of the public outreach programs put into practice? Do they use as theoretical reference the health promotion concepts as well as the National Health Promotion Policy (PNPS)?

Procedures and eligibility criteria

Data was collected from university programs of the Health Sciences Unit (CISAU) that conducted public outreach programs in 2017. The search was made in the electronic platform by accessing the UFGNet portal and browsing the public domain Academic Activities Management Integrated System tab (SIGAA) – https://sigaa.sistemas.ufg.br/sigaa/public/extensao/consulta_extensao.jsf. The search and analysis were based on all the projects registered, formalized, and conducted in 2017, whose partial and final reports were presented. Actions that were registered but not put into practice were excluded. To count the total actions, duplicated ones were identified and considered only once. The analysis was based on the actions included. The information used to categorize the selected studies was their title, program of origin, type of action, the field of outreach, purpose, number of university/community participants, and support received. Moreover, it was identified whether they had used the concept of health promotion, as well as the PNPS regulations as theoretical reference.

RESULTS

A total of 37 public outreach programs carried out in the period of study were identified. Of these, 23 met the eligibility criteria – having been registered and carried out, with partial and final reports. The public outreach programs, as well as the university program that proposed them, are presented in Table 1. It is noted that Nursing promoted 40% of the public outreach programs carried out in 2017. Regarding the type of action promoted, 80% were public outreach projects. As for the field, human health and continuing education were the themes the coordinators described the most. Concerning the purpose, 52% of the outreach programs aimed at health education (Table 2).

Table 1. Public outreach programs carried out by the Health Sciences Unit of the Federal University of Jataí, Brazil

Title of outreach program	University program
1. Antimicrobial properties of plants used in popular medicine	Biomedicine
2. Recreational activities for elderly inpatients	Physical Education
3. Working out on campus	Physical Education
4. II Round of Debates on Physical Education and PIBID	Physical Education
5. Community health education	Physical Education
6. Group fitness training in the university	Physical Education
7. Aquatic community	Physical Education
8. Adolescence and sexual awakening	Nursing
9. Diabetic feet: Examination and basic educational guidelines	Nursing
10. 9 th Nursing Week at the Federal University of Goiás, campus of Jataí – “Good Nursing Practices and the Development of a Democratic Society”	Nursing
11. Good Morning, SUS: information, health, and citizenship	Nursing
12. Green April: Patient safety in nursing – an action of REBRAENSP	Nursing
13. More welcoming: freshman reception	Nursing
14. Lenses for gender: children's and adolescents' creativity at school	Nursing
15. Evaluation and prevention of cardiovascular disease risk behavior in Dr. Serafim de Carvalho Clinical Hospital's workers and inpatients	Nursing
16. Expanding communication between the Physical Therapy program and the community	Physical therapy
17. Stomatological Diagnostic Outpatient Center of Southwestern Goiás (ADESGO)	Medicine
18. Medicine & Art: connecting with life	Medicine
19. Psychological follow-up of patients submitted to biopsy: waiting for a mouth cancer diagnosis	Medicine
20. Literature, Cinema, Radio and Digital Inclusion for the Community: In search of an interdisciplinary and humanized academic training	Medicine
21. Association between arterial pressure level and occurrence of infections in women from 40 to 60 years old in the municipality of Jataí, Goiás	Medicine
22. Participating in the <i>GraduaSUS</i> Practical Training Program – Medicine in re-developing medical training practices	Medicine
23. Mentoring Group: Re-signifying the academic mismatches during medical training	Medicine

Legend: PIBID - Institutional Scholarship Program for Undergraduate Educational Research; SUS - Unified Health Care System (Brazil's publicly funded health care system); REBRAENSP - Brazilian Network of Nursing and Patient Safety

Note: The actions are numbered for easy identification in the following tables. Source: SIGAA/UFGNET, 2017.

Regarding the university public (professors, students, and administration personnel) involved in the staff that carried out the actions, Medicine was the program with the most participation, with a total of 123 people. The community, in its turn, as the target audience of the outreach programs, Nursing reached the most people when all the actions are added; Physical Therapy, on the other hand, reached the most in a single action, approximately 1,000 people. Only 21% of them counted with funding, as seen in Table 3.

Health promotion was present as a concept in 60% of the outreach program's description registered and carried out in 2017 (Table 4). The PNPS regulations were mentioned as a scientific reference in 16% of the actions.

Table 2. Categorization of the public outreach programs by university program, type of action, field, and purpose – Health Sciences Unit of the Federal University of Jataí, Brazil

Number of the action, as in Table 1	University program	Type of action	Outreach field	Purpose
1	Biomedicine	Project	Human Health	Clinico-experimental
2	Physical Education	Project	Human Health; Older Adults	Intervention
3	Physical Education	Project	Sports and Leisure	Intervention
4	Physical Education	Event	Continuing Education	Health Education
5	Physical Education	Project	People with Special Abilities	Health Education
6	Physical Education	Project	Sports and Leisure	Intervention
7	Physical Education	Project	Sports and Leisure	Intervention
8	Nursing	Project	Childhood and Adolescence	Intervention
9	Nursing	Project	Human Health	Health Education
10	Nursing	Event	Continuing Education	Health Education
11	Nursing	Project	Continuing Education	Health Education
12	Nursing	Course	Continuing Education	Health Education
13	Nursing	Event	Strategic Communication	Health Education
14	Nursing	Project	Childhood and Adolescence	Health Education
15	Nursing	Project	Continuing Education	Intervention
16	Physical Therapy	Project	Information Management and medias	Data Survey
17	Medicine	Project	Human Health	Diagnosis
18	Medicine	Project	Human Health; Performing Arts	Health Education
19	Medicine	Project	Human Health	Clinical
20	Medicine	Project	Media, Human Health, and Development	Health Education
21	Medicine	Project	Human Health	Epidemiological
22	Medicine	Project	Continuing Education	Health Education
23	Medicine	Project	Human Health	Intervention

Source: SIGAA/UFGNET, 2017.

Table 3. Number of the action, number of participants (university/community), and project funding of the public outreach actions carried out at the Health Sciences Unit of the Federal University of Jataí, Brazil

Number of the action, as in Table 1	University program	University participants	Community participants	Funding
1	Biomedicine	5	ND	YES
2	Physical Education	10	20	NO
3	Physical Education	12	80	NO
4	Physical Education	20	ND	NO
5	Physical Education	5	200	NO
6	Physical Education	5	80	NO
7	Physical Education	2	60	NO
8	Nursing	8	800	NO
9	Nursing	10	300	NO
10	Nursing	ND	278	NO
11	Nursing	ND	200	NO
12	Nursing	ND	233	NO
13	Nursing	10	28	NO
14	Nursing	10	45	YES
15	Nursing	8	ND	YES
16	Physical Therapy	8	1000	YES
17	Medicine	10	500	NO
18	Medicine	50	400	NO
19	Medicine	6	ND	NO
20	Medicine	22	600	NO
21	Medicine	13	100	NO
22	Medicine	8	200	YES
23	Medicine	14	40	NO

Legend: ND = Not declared

Source: SIGAA/UFGNET, 2017.

DISCUSSION

Based on the documentary analysis of the public outreach programs carried out at CISAU/UFJ, the scenario of actions and their relationship directly or indirectly established with health promotion was dimensioned. According to the Ministry of Science and Technology, social development is one of the most important aspects of the current state policies. This social policy is what ensures that more social development equity is achieved, overcoming the difficulties and investing in necessary projects, programs, and actions (Soares, 2012; Marques et al., 2019). University public outreach programs are included in these as an interdisciplinary, educative, cultural, scientific, and political process, which involves transforming interaction between the university and other sectors of society.

One of its principles is the need to integrate popular knowledge with academic-scientific knowledge. Hence, the university, especially the public ones, are responsible for bringing about social changes and transformations (Soares, 2012; Guerra and Kurtz, 2017). The higher education institutions are being encouraged to modify their training process to respond to this social need so that the graduates in the field of health can have a critical and reflexive understanding of the reality in which they are being inserted (Fernandes et al., 2013). In this sense, the Nursing program is of an inherently political, conceptual, and practical nature, as it thinks and acts along with the population. Their practice must be based on social health determinants, with the commitment of thinking and acting together with the people, focusing on the social health determinants to produce social interventions

Table 4. Health promotion as an underlying concept, and the National Health Promotion Policy document as a citation and scientific reference in the public outreach actions at the Health Sciences Unit of the Federal University of Jataí, Brazil

Number of the action, as in Table 1	University program	Health Promotion concept	Citation/reference to PNPS
1	Biomedicine	NO	NO
2	Physical Education	NO	NO
3	Physical Education	NO	NO
4	Physical Education	NO	NO
5	Physical Education	YES	YES
6	Physical Education	YES	NO
7	Physical Education	YES	NO
8	Nursing	YES	NO
9	Nursing	YES	NO
10	Nursing	YES	NO
11	Nursing	YES	YES
12	Nursing	NO	NO
13	Nursing	NO	NO
14	Nursing	YES	NO
15	Nursing	YES	NO
16	Physical Therapy	NO	NO
17	Medicine	YES	NO
18	Medicine	YES	YES
19	Medicine	YES	NO
20	Medicine	YES	YES
21	Medicine	NO	NO
22	Medicine	NO	NO
23	Medicine	NO	NO

Legend: PNPS - National Health Promotion Policy

Source: SIGAA/UFGNET, 2017.

that contribute to effective equity (Fernandes et al., 2018). In this paper, the Nursing program was perceived as promoting most of the outreach programs and reaching the greatest number of people. Oliveira and Almeida Junior (2015) analyzed the benefits brought by public outreach programs to academic training, according to the perception of Nursing students from the Federal University of Rio Grande do Norte (FACISA/UFRN). It was identified that the outreach programs were developed with different approaches, from assistive methods to the practice of what was learned in the classroom. The university public outreach programs are carried out in different manners, such as professional training courses, internships, attention given directly to the community, participating in cultural initiatives, study and research on aspects of the local or regional reality, promoting artistic and cultural activities, sharing knowledge, stimulating artistic, scientific and technological creativity, and others (Melo Neto, 2002). Most of the actions researched in this paper were projects. In this regard, the university, besides training its students, must at the same time share its knowledge with the outreach's target-audience, which justifies the outreach projects' becoming more emphasized in the programs when compared to other outreach formats (Soares, 2012). The process of organizing public outreach programs – which can be conducted by outreach committees, whose purpose is to debate and develop the policies as social work within the university – has varied possibilities (Melo Neto, 2002). In this sense, the most mentioned themes in the projects, after having been discussed in the committees, were human health and continuing education. The World Health Organization (WHO) defines health as not only the absence of disease but also the condition of perfect physical, mental and social well-being, reflecting the social, economic, political, and cultural situation. In other words, health does not mean the same to everyone. It depends on social class, individual values, and scientific, religious, and philosophical concepts (Segre and Ferraz, 1997; Scliar, 2007). This context should be part of every health professional's training since they need to be trained as critical and reflexive subjects involved with social reality. Hence, the university outreach programs are dynamic and effective means

of interaction between the student and the society, developing the cultural, scientific, and educational process (Ponte et al., 2009). They must be understood as an integral part of university curricula, and not only as an optional extracurricular activity, considering that, in face of the requirements presented by the current National Education Plan (PNE), the low percentage of undergraduate students participating in public outreach programs is worrying (Nascimento et al., 2018). Continuing education started in England in the second half of the 19th century with courses for the adult population (Tavares et al., 2007). It is noticed, then, that continuing education is the basis of university outreach ever since its beginnings, especially in health-related courses, whose continuous learning leads to personal and professional growth, reflecting on the quality of the assistance given to people (Falkenberg et al., 2014). Thus, university outreach programs enable the student to discover new learning resources and develop the skills and competencies, essential to human interaction. Consequently, the students are inserted increasingly earlier in the communities, making the university outreach programs an important channel for communication and interaction between the university and the society where it is located (Loyola and Oliveira, 2005; Oliveira and Almeida Junior, 2015).

Most of the public outreach programs aimed at health education – which is understood as a set of practices and knowledge whose purpose is to prevent diseases and promote health, offering the means for people to adopt habits that will improve their life as they understand daily factors related to the health-disease process (Silva et al., 2007). Therefore, health professionals must be prepared with both an effective theoretical basis and enhanced attitudes, values, and competencies. Thus, health professionals will truly promote the population's health, not conceiving health education as only instructing and teaching how to prevent diseases (Pereira et al., 2015). The Medicine program had the greatest number of people involved in carrying out public outreach programs. They are more involved in such actions as a training strategy, looking for new scenarios for the students to learn to work with the community, ensuring a differentiated and humanized

training, committed to the social concept of health (Sobrinho et al., 2005) and social responsibility. The Physical Therapy program was the one with the greatest number of people in a single action, which was announced through social media, leading to an integration with the community – therefore, they reached such a great number of people in one action. Skura et al. (2013) reported that social media were used as communication technology to promote health in a group of older adults in a public outreach program and verified that this method integrated a greater number of people when compared to projects that did not use such means. In Brazil, university outreach programs appear along with higher education itself, in the 20th century. The first occurrences took place in the courses and conferences of the old University of São Paulo, in 1911, and the services offered by the Higher Education School of Agriculture and Veterinary of Viçosa developed in the 1920s. In 1970, the Ministry of Education and Culture (MEC) and the Ministry of the Interior created the Mixed Commission CRUTAC/MEC –Extension Campus/MINTER to propose measures to institutionalize and strengthen university outreach programs. In this context, the creation of the Coordination for Outreach Activities (CODAE) in 1974 is particularly important (FORPROEX, 2015).

The Constitution of 1988 regulates the “inseparability between education, research, and public outreach”, determining that the State may be a source of financial support of university research and outreach activities (FORPROEX, 2015). However, the results of this study indicate that only 21% of the actions received any funding. University outreach programs, under the constitutional principle of inseparability between education, research, and outreach, is an interdisciplinary, educative, cultural, scientific, and political process that promotes the transforming interaction between the university and other sectors of society. Furthermore, strengthening university outreach programs depends on changes in their funding process, to ensure the necessary quantitative increase of resources, their improved stability, solidity, and transparency, and their focus on priority areas (FORPROEX, 2015). Understanding public outreach actions leads to the reflection on the importance of training the individuals essentially as one who promotes quality of life (Skura et al., 2013). Thus, the principles of primary health care end, considering the individual in their uniqueness, complexity, integrity, and sociocultural context through prevention of diseases, with actions encouraging social participation, promoting healthy environments, developing intersectoral actions, developing public policies to improve the organization of health services and the living conditions of individuals and populational groups. Moreover, these actions must always be guided by the principles of universality, accessibility, continuity, comprehensiveness, responsibility, equity, humanization, bonding, and social participation (CONASS, 2007; Medina et al., 2014; Shimazaki, 2009).

The concept of health promotion was mentioned in 60% of the public outreach programs, whereas the PNPS regulations were mentioned as a scientific reference in only 16% of them. According to WHO, health promotion can be identified in programs, policies, and activities, being developed and carried out through the principles of holistic concepts, intersectorality, empowerment, social participation, equity, multi-strategic actions, and sustainability (WHO, 1998). In 2006, the Ministry of Health, the National Council of the State Departments of Health (CONASS), and the National Council of Municipal

Departments of Health (CONASEMS) developed and approved the PNPS (Malta and Castro, 2009). The purpose of these policies is to promote the quality of life and diminish the vulnerability and health risks related to lifestyle, working conditions, housing, environment, leisure, culture, and access to essential goods and services (BRASIL, 2010).

Conclusion

This study enabled the analysis of the public outreach programs from CISAU/UFJ carried out in 2017, to verify and confirm the harmony between academic training in health and the understanding of the health-disease process regarding health promotion, quality of life and well-being. Moreover, there was harmony and interaction between the university and the community participating in the outreach programs. The results of this paper furnished a better understanding of the university outreach events, as well as the identification of relevant adjustments in the registry of such actions and in the system itself. Based on the analysis, these students' training model needs some changes, to include public outreach as an integral part of the pedagogical projects of the program, making them mandatory activities instead of extracurricular ones, as they currently are – this agrees with the proposal of including the outreach programs in the university curricula. It is increasingly necessary to offer to undergraduate students in the field of health the opportunity of being active interlocutors in the process of developing health promotion awareness in all fields of knowledge.

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